

## Year 10 Enterprise and Marketing (OCR/Cambridge National J819)

In Year 10 students will complete **coursework** for Unit R065 in which they research, design and predict sales and profits for a new hat. This piece of coursework is worth 60 marks and is worth 30% of the final grade for the course. Coursework projects will be sent off to the exam board in Year 10.

In the second half of Year 10 we **begin Unit R064**, which will be assessed by an **exam** in Year 11 and is worth 40%

R065 Task 1	Identify a customer profile for the scenario				Autumn 1
Description					Score
<ul style="list-style-type: none"> <li>Explain the need for, types of and benefits of market segmentation</li> </ul>					/6
<ul style="list-style-type: none"> <li>Apply market segmentation to create a strong customer profile for the business challenge</li> </ul>					/6
<b>Foundations for learning</b>					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

R065 Task 2	Complete market research to inform decision-making				Autumn 1
Description					Score
<ul style="list-style-type: none"> <li>Describe the importance of market research using examples of different methods</li> </ul>					/6
<ul style="list-style-type: none"> <li>Explain the different market research tools you will use (at least 2) and describe the advantages and disadvantages of them</li> </ul>					
<ul style="list-style-type: none"> <li>Explain your chosen sampling methods</li> </ul>					
<ul style="list-style-type: none"> <li>Develop your market research tools and carry out market research that will help you create a suitable product for your chosen customer profile</li> </ul>					/12
<ul style="list-style-type: none"> <li>Review and analyse the results of your completed market research, selecting and using the most appropriate methods to present the results</li> </ul>					
<b>Foundations for learning</b>					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

R065 Task 3&4	Complete market research to inform decision-making				Autumn 2
Description					Score
<ul style="list-style-type: none"> <li>Generate product design ideas and explain their strengths and weaknesses in relation to your chosen customer profile.</li> </ul>					/6
<ul style="list-style-type: none"> <li>Select and draft ONE design for the proposal from your product design ideas, describing how you have used your market research outcomes.</li> </ul>					
<ul style="list-style-type: none"> <li>Produce a self-assessment of your hat design, then gain feedback on your design from different individuals (e.g. peer feedback).</li> </ul>					/6
<ul style="list-style-type: none"> <li>Modify your design using the feedback findings, clearly describing the alterations that you have implemented.</li> </ul>					
<ul style="list-style-type: none"> <li>Explain the reasons for choosing your final hat design.</li> </ul>					
<b>Foundations for learning</b>					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

<b>R065 Task 5</b>	<b>Review whether the business proposal is viable</b>	<b>Spring 1</b>
Description		Score
<ul style="list-style-type: none"> <li>Identify all fixed and variable costs and apply these to the scenario</li> </ul>		/9
<ul style="list-style-type: none"> <li>Select an appropriate pricing strategy linked to your customer profile and hat design</li> </ul>		
<ul style="list-style-type: none"> <li>Predict number of sales in the first month, fully justifying your reasons for the number</li> </ul>		
<ul style="list-style-type: none"> <li>Perform a break-even analysis, describing what the results show and how a change in price would affect it</li> </ul>		/9
<ul style="list-style-type: none"> <li>Produce an assessment of the business risks involved</li> </ul>		
<ul style="list-style-type: none"> <li>Use your calculations and risk assessment to evaluate the financial viability of your business proposal</li> </ul>		

<b>Foundations for learning</b>				
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner

**END OF COURSEWORK R065**

<b>R064 LO1</b>	<b>HOW TO TARGET A MARKET</b>	<b>Spring 1/2</b>
Content of unit		Target grade
<ul style="list-style-type: none"> <li>Understand the need for, types of and benefits of carrying out market segmentation</li> </ul>		End of unit grade
<ul style="list-style-type: none"> <li>Understand the purpose and methods of market research</li> </ul>		
<ul style="list-style-type: none"> <li>Understand the purpose and methods of customer feedback</li> </ul>		

<b>Foundations for learning</b>				
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner

<b>R064 LO2</b>	<b>WHAT MAKES A PRODUCT FINANCIALLY VIABLE?</b>	<b>Spring 2</b>
Content of unit		Target grade
<ul style="list-style-type: none"> <li>Understand fixed, variable and total costs and how to calculate them</li> </ul>		End of unit grade
<ul style="list-style-type: none"> <li>Understand revenue and profit and how to calculate them</li> </ul>		
<ul style="list-style-type: none"> <li>Understand how to calculate break-even and the purpose of using it</li> </ul>		

<b>Foundations for learning</b>				
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner

<b>R064 LO3</b>	<b>PRODUCT DEVELOPMENT AND EXTERNAL INFLUENCES</b>	<b>Summer 1 / 2</b>
Content of unit		Target grade
<ul style="list-style-type: none"> <li>Understand the product life cycle</li> </ul>		End of unit grade
<ul style="list-style-type: none"> <li>Understand and evaluate extension strategies</li> </ul>		
<ul style="list-style-type: none"> <li>Understand product differentiation strategies</li> </ul>		
<ul style="list-style-type: none"> <li>Understand and evaluate the impact of external factors on product development</li> </ul>		

<b>Foundations for learning</b>				
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner

--	--	--	--	--

## Year 11 Enterprise and Marketing (OCR/Cambridge National J819) 22/23

In Year 11 students will complete **Unit R064** and sit the **formal exam** in January.

We will then begin **coursework** for Unit R066 in which they design a brand for their hat, devise a promotional plan and then deliver a business pitch for their product, using the work done in R065. This piece of coursework is worth 60 marks / 30% of the final grade for the course. Coursework projects will be sent off to the exam board in the summer.

<b>R064 LO4</b>	<b>HOW TO ATTRACT AND RETAIN CUSTOMERS</b>				<b>Autumn 1</b>
Content of unit					Target grade
<ul style="list-style-type: none"> <li>Understand factors to consider when setting a price</li> </ul>					End of unit grade
<ul style="list-style-type: none"> <li>Understand pricing strategies</li> </ul>					
<ul style="list-style-type: none"> <li>Understand and assess advertising methods</li> </ul>					
<ul style="list-style-type: none"> <li>Understand and assess sales promotion methods</li> </ul>					
<ul style="list-style-type: none"> <li>Understand and assess the importance of customer service</li> </ul>					
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

<b>R064 LO5</b>	<b>HOW TO SET UP A BUSINESS</b>				<b>Autumn 2</b>
Content of unit					Target grade
<ul style="list-style-type: none"> <li>Understand different forms of business ownership</li> </ul>					End of unit grade
<ul style="list-style-type: none"> <li>Understand different sources of funding for new businesses</li> </ul>					
<ul style="list-style-type: none"> <li>Understand the purpose and importance of business planning</li> </ul>					
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

<b>R064 LO6</b>	<b>FUNCTIONAL AREAS OF A BUSINESS</b>				<b>Autumn 2</b>
Content of unit					Target grade
<ul style="list-style-type: none"> <li>Understand the main 4 functional areas of small businesses (HR, Finance, Marketing and Operations) and the principal activities of each area</li> </ul>					End of unit grade
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

**Exam January 2023**

### Coursework

<b>R066 Task 1</b>	<b>Brand identity and promotional plan</b>	<b>Spring 1</b>
Description		Score

<ul style="list-style-type: none"> <li>Explain what 'branding is', why it's used and what the key factors businesses consider when developing a brand are</li> </ul>					/9
<ul style="list-style-type: none"> <li>Choose and justify your methods for creating your brand</li> </ul>					
<ul style="list-style-type: none"> <li>Evaluate your brand in relation to your customer profile in R065</li> </ul>					
<ul style="list-style-type: none"> <li>Explain what 'promotional objectives' are</li> </ul>					/9
<ul style="list-style-type: none"> <li>Explain the promotional objectives for your brand and justify the methods you will use</li> </ul>					
<ul style="list-style-type: none"> <li>Evaluate the likely effectiveness of your promotional methods in relation to your customer profile in R065</li> </ul>					
<b>Foundations for learning</b>					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

<b>R066 Task 2</b>	<b>Plan a business pitch</b>				<b>Spring 1</b>
Description					Score
<ul style="list-style-type: none"> <li>Explain the factors you need to consider when delivering a pitch</li> </ul>					/9
<ul style="list-style-type: none"> <li>Plan the structure, script and visual aids for your pitch, including responses to possible questions from the audience</li> </ul>					
<ul style="list-style-type: none"> <li>Carry out a practice pitch to your peers</li> </ul>					
<b>Foundations for learning</b>					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

<b>R066 Task 3 &amp; 4</b>	<b>Deliver a business pitch to a professional panel and review your success</b>				<b>Spring 2</b>
Description					Score
<ul style="list-style-type: none"> <li>Provide support and give thorough feedback to your peers</li> </ul>					/6
<ul style="list-style-type: none"> <li>Plan how to improve your pitch based on feedback</li> </ul>					
<ul style="list-style-type: none"> <li>Prepare effective visual aids and supporting resources for your real pitch</li> </ul>					/6
<ul style="list-style-type: none"> <li>Carry out a real pitch to a professional panel and gather feedback</li> </ul>					/9
<ul style="list-style-type: none"> <li>Evaluate the success of your pitch</li> </ul>					/6
<ul style="list-style-type: none"> <li>Produce a detailed report on the success of the overall project</li> </ul>					/6
<b>Foundations for learning</b>					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	